

CREATING AND USING ELECTRONIC MEDIA

What is Electronic Media?

Radio and television may be transmitted electronically through wires or broadcast through the air.

Creating Radio and Television Advertisements

Electronic media uses the five steps of the creative pyramid, but copywriting formats include scripts and storyboards.

- *Scripts* resemble a two-column list that show the speakers' names and descriptions of any sound effects and music on the left side and dialog (called the audio) in the right column.
- *Storyboards* are sheets preprinted with a series of 8 to 20 frames in the shape of TV screens, which include text of the commercial, sound effects, and camera views.

Writing Radio Copy

Writers need to understand radio provides entertainment or news to listeners, who are busy doing something else.

- To be heard, advertising messages must be catchy, interesting, and unforgettable.
- Listeners usually decide within 5 to 8 seconds if they're going to pay attention.
- Advertisements must be intrusive but not offensive.

Radio writing has to be clearer than any other kind of copywriting because audience has nothing to refer back to.

Guidelines for creating radio scripts:

10 seconds: 20-25 words

30 seconds: 60-70 words

20 seconds: 40-45 words

60 seconds: 130-150 words

Creating Effective Radio Commercials

Make the big idea crystal clear.

- Mention the advertiser's name early and often.
- Take time to set the scene and establish the premise.
- Use familiar sound effects.
- Paint pictures with your words.
- Make every word count.
- Be outrageous.
- Ask for the order.

- Remember that radio is a local medium.
- Presentation counts a lot.

Writing Television Copy

Basic two-column script is effective for television

- Left side (“Video”) describes visuals and production, including camera angles, action, scenery, and stage directions.
- Right side (“Audio”) lists spoken copy, sound effects, and music.

Broadcast commercials must be believable and relevant. The copywriter typically sets the tone of the commercial, establishes the language that determines which visuals to use, and pinpoints when the visuals should appear.

Creating Effective Television Commercials

- Begin at the finish.
- Create an attention-getting opening.
- Use a situation that grows naturally out of the sales story.
- Characters are the living symbol of the product.
- Keep it simple.
- Write concise audio copy.
- Make demonstrations dramatic but believable.
- Let the words interpret the picture and prepare viewers for the next scene.
- Run scenes five or six seconds on average.
- Keep the look of the video fresh and new.

Formats for Radio and Television Commercials

1. Straight announcement is the oldest type of radio/television commercial, in which an announcer delivers a sales message directly into the microphone or on-camera or does so off-screen while a slide or film is shown on-screen.
2. Presenter is a commercial format in which one person or character presents the product and sales message.
3. Testimonials use satisfied customers and celebrities to endorse a product in advertising.
4. Demonstration is a type of TV commercial in which the product is shown in use.
5. Jingle is a musical commercial, usually sung with the sales message in the verse.
6. Slice-of-life is a commercial consisting of a dramatization of a real-life situation in which the product is tried and becomes the solution to a problem.
7. Lifestyle is a type of commercial in which the user is presented, rather than the product; typically used by soft drink and clothing advertisers that affiliate their brands with the trendy lifestyles of their consumers.
8. Animation involves the use of cartoons, puppet characters, or demonstrations of inanimate characters that come to life in television commercials; often used for communicating difficult messages or for reaching specialized markets, such as children.

Storyboard Development

Storyboard Design – The artist carefully designs how each scene should appear, arranging actors, scenery, props, lighting, and camera angles to maximize impact, beauty, and mood. A storyboard helps the artist visualize the commercial's tone and sequence of action, discover any conceptual weakness, and make presentations for management approval. The storyboard serves as a guide for filming.

Animatic – A rough television commercial produced by photographing storyboard sketches on the film strip or video with the audio portion synchronized on tape. It is used to supplement the storyboard or pretest a concept.

Creating Ads for International Markets

When creating ads for international markets, the most important consideration is language. There is no greater insult to a national market than to misuse its language. Poorly chosen or badly translated words or product names can undercut advertising credibility in foreign markets.

Example: Coca-Cola's name translated in Chinese meant "bite the wax tadpole"

When designing ads for use in other countries, art director must be familiar with each country's artistic preferences and peculiarities. Foreign governments and cultures regulate advertising claims and the use of particular media.

Broadcast vs. Cable TV

Broadcast TV

Broadcast TV reaches its audience by transmitting electromagnetic waves through the air across some geographic territory. The U.S. has over 1300 commercial TV stations. Channels operate as independents unless they are affiliated with one of the national networks (ABC, NBC, CBS, Fox). Consumers do not pay to receive broadcast television channels. Advertisements offset most of the costs associated with television productions

Cable TV

Cable TV reaches its audience through wires, which may be strung from telephone poles or laid underground. In 2002, over 83 percent of all homes had cable television. Subscribers pay a monthly fee to receive mostly privately-owned commercial cable channels. It includes local network affiliates and independents, cable networks, superstations, local cable system channels, and community access channels.

TV Audience Trends

No other medium has the unique creative abilities that television offers to reach a mass audience due to:

- Combination of sight, sound, and motion
- Opportunity to demonstrate the product
- Potential to use special effects
- Empathy of the viewer
- Believability of seeing it happen right before your eyes

The heaviest viewers of broadcast TV are middle-income, high school-educated individuals and their families. Around the world, older women watch TV the most. Households with cable spend less time watching broadcast TV. Cable households watch more television than noncable households. A problem is that there is a limit to the number of advertising exposures people can absorb.

Types of TV Advertising

1. Network advertising occurs when major U.S. advertisers purchase air time from one of the national broadcast networks. It is sold on a *participation basis*, with several advertisers buying 30- or 60-second segments within a program. An advertiser who underwrites the cost of a program is engaging in *sponsorship*. (Example: Hallmark Hall of Fame Movie). Disadvantages include high cost, lack of flexibility, long lead times, inconvenient restrictions, and forced adherence to network standards.
2. Spot announcements are national advertisements that run in clusters between programs. They are less expensive than participations and more flexible than network advertising. Spots may run 10, 15, 30, or 60 seconds and be sold nationally or locally. They are more difficult to buy than network advertising because advertisers have to contact each station directly. They are only available at network station breaks and when network advertisers purchase less than a full lineup.
3. Syndication is the sale of programs on a station-by-station, market-by-market basis. It is a popular alternative to network advertising because it gives advertisers access to *inventory* (commercial time) for their spots that they might not get on network programs. It is a powerful tool for building reach because advertisers can affiliate with popular programs and maximize their use of broadcast TV, gaining back much of the audience they used to reach through networks.
4. Program-length ads (or infomercials) are long-form television commercials that may run as long as an hour. They have become a respectable form of advertising. This type of ad was made popular by Ross Perot during his presidential campaign in 1992.
5. Local TV advertising is a spot announcement purchased by local businesses and retailers and directed toward customers within a local geographic area.

TV Audience Ratings & Measures

Rating services are companies that measure the program audiences of TV and radio stations for advertisers and broadcasters.

Example: Nielsen Media Research

Major cable programming services provide their own reports of daypart division and audience viewership by show. Geographic television markets are designated to minimize the confusion of overlapping TV signals.

Television time is divided into dayparts. Media planner determines a *daypart mix* based on reported TV usage levels to reach the advertiser's target audience with optimal frequency.

Daytime	9 AM - 4 PM (EST)	Viewed Heavily by Women
Early Fringe	4 - 5:30 PM (EST)	Viewed Heavily by Women
Early News	5 or 5:30 - 7:30 PM (EST)	
Prime Access	7:30 - 8 PM (EST)	
Prime	8 - 11 PM (EST)	Highest Viewing
Late News	11 - 11:30 PM (EST)	
Late Fringe	11:30 PM - 1 AM (EST)	Fairly High Viewing in Most Markets

TV Audience Measurement

TV households (TVHH) refers to the number of households that own television sets. The number of TVHH in a particular market gives an advertiser a sense of the market's size. The number of TVHH tuned in to a particular program helps the advertiser estimate the program's popularity and how many people a commercial is likely to reach.

Households using TV (HUT) refers to percentage of homes in a given area that have one or more TV sets turned on at any particular time.

Program rating refers to the percentage of TV households in an area that are tuned in to a specific program.

- Audience share is percentage of homes with sets in use (HUT) turned to a specific program.
- Total audience refers to total number of homes reached by some portion of a program.
- Audience composition is the distribution of audience broken into demographic categories.

Gross rating points (GRPs) are the total rating points achieved by a particular media schedule over a specific period. GRPs allow advertisers to draw conclusions about the different markets available for a client's ads by providing a comparable measure of advertising weight.

$$\text{Gross Rating Points} = \text{Reach (average rating)} \times \text{Frequency}$$

Buying Television Time

Avails are lists of available time slots that meet the advertiser's objectives and target audience criteria, along with prices and estimated ratings.

Cost per rating point (CPP) and cost per thousand (CPM) are measurements used by media buyers to select most efficient programs in relation to the target audience. The media buyer can compare cost of one program to another.

$$\begin{aligned}\text{CPP} &= \text{Cost/Rating} \\ \text{CPM} &= \text{Cost/Thousands of People}\end{aligned}$$

Example: CSI has a rating of 25, reaches 200,000 people, and ad costs \$2000
 $\text{CPP} = \$2000/25 = \80
 $\text{CPM} = \$2000/(200,000/1000) = \10

TV Advertising Contracts

The front side indicates dates, times, and programs on which the advertiser's commercials will run, the length of each spot, the rate per spot, and the total amount. The reverse side defines payment terms and responsibilities of advertiser, agency, and station.

After spots run, the station returns a signed and notarized *affidavit of performance* to the advertiser, specifying when the spots aired and what makegoods -- free advertising time received to compensate for spots the station missed or ran incorrectly -- are available.

Negotiating Prices

1. Package deals are sometimes offered when advertisers run multiple ads.
2. Run-of-schedule positioning allows the station to choose when to run the commercials.
3. Preemption rates are lower rate because the advertiser agrees to be "bumped" if another advertiser pays the higher, non-preemption rate.

Other Television Opportunities

Cable competitors that may provide an advertising venue:

- DBS (Direct Broadcast Satellite) beams programs from space via satellites to satellite dishes mounted in the home or yard of a customer.
- MDS (Multipoint Distribution System) is a microwave delivery system that can carry a dozen channels and is usually offered in rural areas when cable has not been installed.
- STV (Subscription Television) is over-the-air pay TV.
- SMATV (Satellite Master Antenna Television) uses a satellite dish to capture signals for TV sets in apartment buildings or other complexes.

Advertising of Video Rentals

- Some research shows a majority of video renters do watch the commercials that precede the movie -- sometimes more than once.
- More recent research shows video renters find ads on tape intrusive and somewhat offensive and fast-forward through them to get to the movie.
- Primary uses are currently movie studios advertising coming attractions.

Using Radio as a Medium

Radio Programming

Extensive planning and research go into radio programming and program changes. The larger the audience, the more a station can charge for commercial time. Program choices are greatly influenced by whether a station AM or FM. FM has much better sound, fewer commercials, and more varied programming. AM stations include programs that don't rely on sound quality, like news, talk, and sports.

When buying radio time, advertisers usually buy the station's *programming format*, not its programs. Each format tends to appeal to specific demographic groups.

Contemporary Hit Radio (CHR-TOP 40)

Adult Contemporary

Country

Rock

Easy Listening

News/Talk

Adult Standards

Classical

Religious

Ethnic

Types of Radio Advertising

1. Network Advertising - 4% of all radio time. Network allows national and regional advertisers to carry their messages to the entire national market simultaneously via stations that subscribe to the network's programs. It provides simple administration and low effective net cost per station. Disadvantages include lack of flexibility in choosing affiliated stations, the limited number of stations on a network's roster, and the long lead times required to book time.
2. Spot Advertising - 19% of all radio time. Spot allows national advertisers to purchase airtime on individual stations. It affords great flexibility in choice of markets, stations, air time, and copy.
3. Local Advertising - 77% of all radio time. Radio spots purchased by a local advertiser.

Radio Rate Determinations

1. Dayparts are the basis for radio advertising rates, but are negotiable according to supply and demand at any given time.

Morning Drive	6 AM - 10 AM	Heaviest Use
Daytime	10 AM - 3 PM	
Afternoon/Evening Drive	3 PM - 7 PM	Heaviest Use
Nighttime	7 PM - MIDNIGHT	
All Night	MIDNIGHT - 6 AM	Very Limited Use
2. Run-of-station (ROS) rates are the lowest because the station has total control of spot placement.
3. Total audience plan (TAP) is a package rate offered to advertisers who buy a total package of time that guarantees a certain percentage of spots will be aired during better dayparts.
4. Cume persons (or unduplicated audience) is the total number of different people who listen to a radio station for at least five minutes in a quarter-hour within a reported daypart. Provides the *reach potential* of a radio schedule.
5. Average quarter-hour audience (AQH persons) identifies the average number of people listening to a specific station for at least five minutes during a 16-minute period of any given daypart. *Average quarter-hour rating* expresses the AQH persons as a percentage of the population.

$$\text{AQH Rating} = \text{AQH Persons} / \text{Population} \times 100$$

Example: KKDA is located in an area of 3,072,727 people and has an average quarter-hour listenership of 33,800.

$$\text{AQH Rating} = 33,800 / 3,072,727 \times 100 = 1.1\%$$

6. Gross rating points are the sum of all ratings points delivered by a radio schedule.

$$\text{GRPs} = \text{AQH Rating} \times \text{Number of Spots}$$

Steps to Prepare a Radio Schedule

- Identify stations with the greatest concentration (cume) of the advertiser's target audience by demographics.
- Identify stations whose format typically offers the highest concentration of potential buyers.
- Determine which dayparts on those stations offer the most potential buyers.
- Using the stations' rate cards for guidance, construct a schedule with a strong mix of the best time periods.
- Assess the proposed buy in terms of reach and frequency.
- Determine the cost for each 1,000 target people each station delivers.
- Negotiate and place the buy.